

NEW-YORK DAILY TRIBUNE, SUNDAY, JUNE 25, 1905.

WOMEN'S APPAREL.

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DRY GOODS.

DRY GOODS.

40%

The Net Sales

OF THE

Daily and Sunday

TRIBUNE

For the First Five
Months of 1905 Were

40%

More Than During the
Same Months in 1903

NO RELAXATION.

The stupendous growth in
popularity of The New-York
Tribune as an advertising me-
dium still continues.

During the first five months
of 1905 The New-York Daily
and Sunday Tribune printed

458,475 LINES

OF ADVERTISING (exclud-
ing Tribune advertisements)
more than during the same
period of 1904.

This public demand for
Tribune advertising space
proves that advertisers in The
Tribune get results.

Circulation Books Open.

Broadway.

Saks & Company

33d to 34th St.

BEGINNING ON MONDAY, JUNE THE TWENTY-SIXTH,
An Exceptionally Important Sale

Involving Eleven Thousand Five Hundred and Twenty High Grade

White Lingerie & Shirt Waists

At One-Half & Less Than One-Half the Standard Prices

To the credit of our business creed let it be said that our shop is broad-gauged
enough to concern itself with even the biggest merchandising events of the
town. This sale we count one of the most important with which our shop has
ever been associated.

Involved there are eleven thousand five hundred and twenty lingerie and shirt
waists—eleven thousand five hundred and twenty, mind you. And in char-
acter they are high enough to satisfy that exacting standard of ours. No
manufacturer's brand is famous enough to escape that.

In style the garments are infinitely diversified, affording one hundred and ten
new and altogether distinctive models, including lingerie, tailored, surplice and
yoke, open back, open front, short, elbow and long sleeve styles—perhaps the
most varied collection of waists which has yet been presented in any one shop.

The fabrics are as fine as the foreign and domestic weavers know how to pro-
duce—lawns, French mulls, batistes and handkerchief linens.

The waists are elaborated with intricate hand embroidery, English eyelet em-
broidery, allover embroidery, allover tucking and hemstitching, fine laces and
combinations of embroidery and laces.

The garments have been divided into six classes and are offered at the follow-
ing extraordinary price concessions:

2,600 Waists in 8 distinctive styles.

Value \$1.50. Special at 69c

2,200 Waists in 11 distinctive styles.

Value \$1.75 to \$2.25. At 98c

2,400 Waists in 28 distinctive styles.

Value \$3.50 and \$4.00. At \$1.98

1,670 Waists in 22 distinctive styles.

Value \$4.50 and \$5.00. Special at \$2.95

1,910 Waists in 27 distinctive styles.

Value \$6.00, \$7.00, \$7.50. Special at \$3.95

740 Waists in 14 distinctive styles.

Value \$8, \$9.50, \$10, \$12.50. Special at \$4.95

Simpson Crawford Co.

Mammoth Purchase of 72 Plait Brill-
iantine Skirts, \$9.75 Value at \$5.00.

THE latest sensation is the 72 plait brilliantine skirt, and we couldn't get enough to supply the demand
at \$9.75 till now. A manufacturer has just made up a new lot of 500 that we can sell at half price,
and it's now or never—\$9.75 Brilliantine Skirt at \$5.

\$5.00

Has that light that makes brilliantine so popular—made in 72
plaits—stitched over the hips—your choice of blue or black to-
morrow at \$5.00.

Voile, Sicilian and crash skirts are included in this great trade event at various special
prices. The cool, dressy, imported piques, linens and repps will set New York on
the qui vive at the prices.

One hundred \$20 voile skirts at \$14.75.

They have from 75 to 100 plaits, and this fact alone makes them the rarest values in
New York. A thousand women will want them at once—we have but 100. Don't let any-
body get ahead of you. They'll be scattered all over New York, and an early purchase
practically means an exclusive creation. Very full at the bottom—made over the best heavy
rustling taffeta.

\$10.00

For \$15.00 beautiful wash skirts,
copies from high class models of
the very finest imported piques and
repps, and French Linens, made with
panel effect and trimmed with box plaits,
\$3.95

for smart box plaited model, short round
length, white imported repp, well tail-
ored, all sizes, good style for golfing or
tennis.

\$2.75

each for a large assortment of skirts of
various designs and models; a special
effort to put on sale a skirt of unusual
value.

Almost any style desired, plain linens, and im-
ported ducks in white or champagne shade, side or
box plaited effects; also skirts with bands of inser-
tion and some made with applique—open embroi-
dery work running around in a flower design.

SIMPSON CRAWFORD CO.

Startling Coincidence is that New York's greatest wash goods bargain
bounds into prominence at the height of the sheer fabric season.

5,000 yds. of 50c-95c embroidered
St. Gall Swisses, 25c

FASHION made a master stroke when she originated embroidered
swisses. No other fabric ever evolved can take its place. Thousands of women so thoroughly ap-
preciate this fact that they are only waiting for Simpson Crawford Co.'s

Great annual sale of swisses—this is the event
better known than any other sale of wash
goods—32 inches wide, imported to sell at 50c
to 95c—special at 25c

25c

Five thousand yards will not last longer than one day. We took all the
importer had left after taking stock, and that's all we could get.
Usually it would be ten or fifteen thousand yards, but the demand is the
greatest ever this season.

19c Tremendous sale of sheer
white Persian mull and
French lawns at 19c.

You're well aware of the popularity of these materials.
1,000 pieces very fine quality 45 inch French Lawn.
1,000 pieces very fine quality 45 inch Persian Mull.
1,000 pieces sheer white dotted and fancy Swisses.

19c

Another lot of those 39c. 19c
French organdies specially
priced to-morrow at 19c.

There's something far more important than the price
that will bring thousands to this sale to-morrow—
the popularity of French Organdies.
Hundred pieces of bright new stylish Organdies, in a
large range of floral designs, in a multitude of color-
ings and of the best soft chiffon finish.

RESTAURANTS.

HEALY'S Restaurant, Junction Rwy
and Col. ave., 60th. Music.

LUGHOW'S German Restaurant, 108
E. 114 St. 14th. Importer of
Hofmann, Hofmann, Hofmann.

Maria's 133 W. 41st, formerly at 12th
at Alc. Table d'Hote Lunch.
60c Dinner, 90c with music.

ROCKING STONE RESTAURANT, New-
York Zoological Park, 24 or 34 ave. "L"
to West Farms; service a la carte.

MACHINERY.

DUMB WAITERS
R. M. Rodgers & Co., 131-33 Hall-st., B'klyn.

MACHINIST—General machinist; model
and experiment work; contracts taken;
very reasonable on all kinds of steam and
pump works; pumps bought and sold. JO-
SEPH MONNETT, 400 Broome-st., near Cen-
tre.

AT REDUCED PRICES—500 second hand
wood and iron working machines; fully
guaranteed; machinery bought and ex-
changed. 130 B. BIDDY, 308 Madison-st.

OLD GOLD AND SILVER.
OLD GOLD, silver and precious stones
bought at highest market value, made
into new articles or exchanged for new
jewelry or Japanese goods at M. F. TEF-
FER'S FACTORY, 10 W. 51st, basement.

COINS. Have Coins Bought and Sold. Old
gold and silver. 120 W. 41st, near Cen-
tre. ELDER, 32 East 2nd-st.

HIGHEST PRICES paid for old gold, sil-
ver and platinum. S. HORNSTEIN, 2348
8th-ave., between 12th and 13th sts.

WORN-OUT GOLD AND SILVER bought
by R. LONGMAN'S SONS, gold and sil-
ver refiners, 8 John-st.

NICHOLS EXPRESS AND VANS, 204
West 130th-st. —Baggage delivered to
steamboats and railroads. Moving, ship-
ping and packing. Pianos specialty. Tel.
5,276—Morningdale.

CONTINENTAL STORAGE WAREHOUSE.
ES, 213-219 West 43d-st., just off 8th-
ave. Tel. 2,597—33th-st.

OSTEOPATHY.
VIBRATION PARLOR, 1301 Broadway. Eu-
ropean treatment; specialist; constitutional
and local diseases. Rheumatism, gout, sci-
atica, lumbago, liver, kidney diseases, fe-
male troubles, scalp, hair, face, skin.

DRS. MERKLE, 38 West 35th-st., N. Y.
Tel. 3-381. 3800 Clinch, terms reason-
able. Graduate of Kirksville, Mo.

FREDRIK WEINHE—Nervous prostration
a specialty. 123 West 50th-st. Telephone
637—Hudson.

NATUROPATHY.—The natural system of
healing, hygienic, sun-air baths, diet,
etc.; all diseases treated. Circular free.
NATUROPATHIC HEALTH HOME, 124
East 50th-st.

COMMERCIAL DETECTIVE BUREAU. Legit-
imate, confidential, criminal work; cor-
porations, firms, individuals; terms reason-
able; authorized, bonded, 187 Broadway.
NATROPATHIC HEALTH HOME, 124
East 50th-st.

WRIGHT DETECTIVE AGENCY.—Incom-
parably best service; results more cer-
tain; no compromise; highest creditable
129 West 125th-st.

CASEY CLOTHING.
HIGHEST PRICE paid for ladies' gen-
tlemen's and children's discarded clothing.
Brics-a-brac, furs, etc. Mr. or Mrs. M.
NAPLAL, 44 65-ave, Tel. 1,018—33th.

CARPETS.
\$2.50 CARPETS your rooms, living free;
send for catalogue. LUTZ RUG COM-
PANY, 37 North 10th-st., Philadelphia, Pa.

DANCING.
SHOTWELL'S School for Dancing, 260
Washington-st., Brooklyn, open all sum-
mer; a license, \$1; guarantee ticket, \$5.

CARPET CLEANING.

WILLIAMS' CARPET CLEANING CO.
210 WEST 17TH-ST.
Largest and most complete facilities.
Telephone 2,250—RIVERSIDE.

J. AND J. W. WILLIAMS,
363 W. 54TH ST. Tel. 369
B'klyn. Carpet Cleaning. Established 1875.

N. Y. CARPET CLEANING CO.
Oldest, Largest, Most Modern.
437 AND 439 WEST 40TH-ST.
Tel. 311—28th-st. Established 1857.
W. H. JORDAN. EDWIN LENTZ.

SAVE your old carpets; handsome and
durable rugs made from them; send for
circular. JACKSON RUG WORKS, 78
Barrow-st., New-York.

CAREFUL CARPET CLEANING CO.—
Cleans by compressed air, steam, hand
or foot. 1,508 Broadway, 421 East 43rd-
st. COPE & BRANT, Tel. 132—33th.

DESKS AND OFFICE FURNITURE.
will repair and reupholster. 111
N. Y. CARPET CLEANING CO.

BUY and order your office furniture direct
from the maker; stores and offices fitted
up in shortest time; furniture exchanged.
Wholesale-retail. HUDD, 44 Centre-st.

THE MARKS Improved Morris Chair and
Invalid Chair, 527 East 20th-
st., corner 4th-ave.

OFFICE FURNITURE, Roll Desks, Cabinets
for typewriters; Partitions, Chairs,
cheap. HARRIS, 404 Canal-st.

REPAIRS and alterations in all styles of
furniture. 111 N. Y. CARPET CLEANING CO.

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MINERAL WATERS.

Puritan Water Co.
VICHY, SELTZER,
CARBONIC AND SPARKLING
MINERAL WATERS.

1218 Broadway.

MISCELLANEOUS.

PANAMA, LUGGERS, FELT SILK AND
BEAVER HATS.—We are known as the
best PANAMA and STRAW HAT clean-
ers. Why? Because in cleaning we use
NO ACIDS. Will make good as new any
kind of Ladies' or Gentlemen's Hats.
or send. FRENCH CLEANING CO., 108
West 104th-st.

\$2.50 CARPETS your rooms, living free;
send for catalogue. LUTZ RUG COM-
PANY, 37 North 10th-st., Phila. Penn.

HIGHEST PRICES paid in cash for
paw tickets, diamonds, pearls and jew-
elry. A. BAUM, 223 Bowery.

SAVE your old carpets; handsome and
durable rugs made from them; send for
circular. JACKSON RUG WORKS, 78
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HEARN

8, 18, 20, 22, 24, 26, 30 West Fourteenth Street.
7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27 and 29 West Thirteenth St.

JUNE SALE

The Beginning of the End

Last Five Days of

June Sale of Underwear

With a \$40,000 Manufacturer's Stock
At About Half Price.

Mountains of clean, snowy garments, good and serviceable, yet fine and
dainty, that we bought marvelously low because the maker wanted his
factory cleaned up by July first. A factory noted for clean, health-
ful and strictly sanitary conditions.

We promised the last days of this sale would be as great
as the first, but they will be even better.

Attractions will be the most wonderful ever presented in a sale.

Drawers—Soft Muslin—15 Night Dresses—2 styles—29

Firm, close, soft finish Muslin—deep
hem—six tucks—made to sell at 29 cents.
Limit Three—No Mail or Telephone Orders.

DRAWERS—Cambric and fine Muslin—
deep lawn ruffles, tucks, lace,
hemstitching or emb'y—
usually 49—

DRAWERS—Cambric and Nainsook—
wide umbrellas ruffles, tucks and inserts
and edges of Point de Paris and
Val, lace or good emb'y—
worth 79—

DRAWERS—Cambric and Nainsook—
wide umbrellas ruffles with wide lace
and inserts—or French or
hand loom emb'y—twenty
attractive styles—

DRAWERS—Cambric and Nainsook—
handsome styles, with full ruffles
of elaborate lace or emb'y—
never sold under 1.49 and 1.69—

DRAWERS—Fine French Nainsook—
Straight, Circular, Vandy,
Scalloped Ruffles, trim'd attractively
with fine or heavy lace, open or
French emb'y, attached or separated
by veining or ribbon run
beading—values up to \$2.98—

Corset Covers—5 styles—11

Fine Soft Cambric—square or round
neck—emb'y, h. a. ruffles or ribbon run
lace—all sizes—worth 39.
Limit Three—No Mail or Telephone Orders.

CAMBRIC CORSET COVERS—2 to 25

4 Inset, lace or emb'y—value 39

CORSET COVERS—Cambric and
Nainsook—French or Open Emb'y
or fronts of lace inserts and
tucks—usually 49

CORSET COVERS—Sheer Nainsook—
a variety of dainty, lace trim'd styles;
others with French emb'y edgings
and insets; others with fancy lace
trim'd bertha—worth .80 & .95—

CORSET COVERS—Fine Nainsook—
entire fronts of lace or emb'y
insertings and ribbon—others with
round insertings of emb'y or lace,
ribbon run—usually 1.49 and 1.60

CORSET COVERS—Sheer Nainsook—
fronts elaborately fashioned with
lace or fine embroideries—very
dainty effects—regularly 1.98—

Corset Covers—
French Nainsook Corset Covers—
20 elaborate styles—with newest lace
and embroideries to describe would
give but a vague idea of their
beauty—worth \$2.98 and \$4.98—

Chemises—Two Styles—21

Cambric or Muslin—round neck—
with ruffle or neat emb'y—usually 49
Limit Three—No Mail or Telephone Orders.

CHEMISES—Cambric and Muslin—
Open or closed front—Yokes of
tucks and hemstitching or lace or
emb'y insertings—all low—
insertings—value 59

CHEMISES—Cambric and Nainsook—
round yokes of emb'y or lace and
lace—others with French emb'y
usually 1.49

CHEMISES—Cambric and Nainsook—
regular and skirt length—dainty yokes
of lace, fine emb'y, tuck and
ribbon—